

# THE INFLUENCE OF BRAND IMAGE, PRICE AND PROMOTION ON BRAND SWITCHING

(Survey on Student of Business Administration Faculty of Administrative Science Brawijaya University Who Had Ever Switched to Other SIM Card Providers)

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## Abstrak

*Tujuan dari penelitian ini adalah memahami citra merek, harga dan promosi secara simultan memiliki pengaruh terhadap Brand Switching. Memahami pengaruh citra merek terhadap Brand Switching. Memahami pengaruh harga terhadap Brand Switching. Memahami pengaruh promosi terhadap Brand Switching. Jenis penelitian ini menggunakan penelitian penjelasan dengan pendekatan kuantitatif. Hasil penelitian regresi linear berganda menunjukkan bahwa: Citra merek, harga dan promosi memiliki pengaruh secara simultan terhadap Brand Switching berdasarkan nilai F-test sedangkan Promosi adalah yang paling dominan memiliki pengaruh terhadap Brand Switching berdasarkan nilai t-test karena pelanggan mendapatkan informasi dan iklan yang menarik tentang kelebihan dari produk, tertarik dengan promosi penjualan seperti sms gratis, tambahan kuota internet dan telpon gratis pada waktu yang ditentukan. Sedangkan Citra merek, harga dan promosi juga memiliki pengaruh yang signifikan terhadap Brand switching. Oleh karena itu, perusahaan diharapkan untuk meningkatkan dan mempertahankan kualitas promosi yang memiliki pengaruh besar terhadap Brand switching.*

**Kata kunci : Brand image, Price, Promotion and Brand switching**

## Abstract

This study aimed to understanding the simultaneously influences of the brand image, price and promotion on brand switching. Understanding the influence of brand image on brand switching. Understanding the influence of price on brand switching. Understanding the influence of promotion on brand switching. The type of this research used explanatory research with quantitative approach. The result of the study multiple linear regression reveals that: Brand Image, Price and Promotion has influences simultaneously on Brand Switching based on the F-test value and Promotion has dominant influence based on the t-test value. Promotion reasons has significant influence on brand switching are consumer obtained the information and interesting advertising about the superiority of the product, consumer attracted with sales promotion such as free short messages service (SMS), additional internet quota and free of charge phone calls in specified time and it triggered the consumer to switch to other products. Brand image has a significant influence on Brand Switching. Price has a significant influence on Brand Switching. Promotion has a significant influence on Brand Switching. Therefore, the company is expected to improve and maintain the quality of the promotion that has big influence on Brand Switching.

**Key words: Brand image, Price, Promotion and Brand switching**

## 1. INTRODUCTION OF THE RESEARCH

The rapid development of technology has contemporarily changed the pattern of life such as facility delivery of news, ideas and producing higher human comfort and solving the problem of time and space efficiency. In Indonesia, even mobile phones have changed the map of the

telecommunications industry radically. Mobile phone that was one of a luxury item, only certain groups could enjoy it, now easily to get and cheaper, both in wire line telecommunications facilities or fixed line wireless and mobile.

All the way of life have access to telecommunications facilities can use for various

purposes, whether for business, family, or other purposes. Similarly, all levels of society from the elite layer until a housekeeper from big cities or outposts throughout Indonesia can access existing telecommunications facilities. Moreover, the program Universal Service Obligation (USO) is already being a government program in recent years. Telecommunications services were brought into isolated areas, although the results are still not satisfying.

News about the fierce competition among operators in order to attract customers' interest in using their products, wireless and mobile cellular particularly is become more intense. Even in some of the media told the price war to attract customers by various operators, to the extent there that offer free or conversation trough messages free in order to attract consumers. The mobile phone market in Indonesia is estimated to have the highest monthly customer turnover rate in the world. Mobile phone customer in Indonesia is easy to switch the phone number to another carrier. This is not apart from the competition among telecommunication operators in Indonesia. A turnover of cell phone subscribers in Indonesia is estimated to reach 8.6 % in a month. At the moment in Indonesia is arising 10 operators namely: Telkom, Telkomsel, Indosat, Excelcomindo (XL), Hutchison (3), Sinar Mas, Sampoerna Telecommunication, Bakrie Telecom (Esia), Mobile-8 (Fren), and Natrindo phone cellular. By this amount, customer fixed phone around 9 million and SIM card cellular customer around 64 million. If we divine based on platform, GSM user as much as 88%, CDMA cellular 3%, and CDMA fixed wireless access (FWA) 9%. But from by operator above just 3 who has customer more than 5% namely Telkomsel, Indosat, and Excelcomindo. This is made levels of rivalry among operator increasingly. All of the SIM card cellular customer also enjoy that rivalry usefully. Brand image refers to consumer perceptions and encompasses a set of beliefs that consumer have about the brand. From the consumer's perspective, a brand provides a visible representation of differences between products. An organization can, through its branding strategies and advertising messages, seek to convey a certain image for the brand. Consumer may evaluate the company's message through the prism of their own subjectivity. People will use their own interpretations and will respond differently to

brands. This subjective evaluation results in the formation of brand image in the mind of the consumer. This paper attempts to understand how consistency of brand image across consumers is affected by the consumer involvement with the product category and familiarity with the brand.

Price may be not strange anymore in purchasing decision for the buyers. Because buyers will consider the price and appropriate with the quality even needs. Others options to obtain more customer is promotion for product. Promotion can be very initial part for the company to recognize new product, building product and company's image toward customer. Location of the research was choose in student of Brawijaya University Faculty of Administrative Science especially department of business administration class 2013 Jl. MT. Haryono 138 Malang, this research respondent target was chosen to the student of the university because The perspective as a young people who might has big curious to try other product in many kinds of reasons especially brand image, price and promotion as measurement variables in this research and easy to influenced by the promotion content such as free content and persuasive tag line.

## **2. LITERATURE REVIEW**

### **Prior Research**

The research about this research had ever researched by Ribhan (2006), research location was taken in Lampung University. Nurmaditya (2009), researched on the AXIS users in Malang city. Nurmawati (2009), respondents was taken on student of university who stay in Ketawanggede. Nagar and Komal (2009), this research is evaluating the effect of consumer sales promotions on brand loyal and brand switching segments. Shukla and paulav (2009), The study examines our prior knowledge regarding influence on contextual factors, and behavioral intentions (brand loyalty and brand switching) on the purchase decisions, 340 respondents. Shukla and paurav (2004), Purposes of these researches are the study addresses the effect of product usage, satisfaction derived out of the same and the brand switching behavior in several product categories while looking at the product involvement level in the Indian marketplace. Sun, Nelvin and Srinivasan (2003), Measuring Impact Promotions on Brand Switching when Consumer are Forward Looking". Effect of product usage, satisfaction and involvement on brand switching behavior,

Promotion, price and availability of the product, 200 respondents. Grover and Srinivasan (1990), 450 sample of households, this research used Empirical study provides evidence that assumption of homogeneity of model parameters methods. Purpose of the research is to evaluate the effects of promotions on brand share, store share, and product category sales.

### **Brand image**

According to Kotler and Amstrong (2006:229) define brand as a name, sign, symbol, design or the combination intended to identify product or services from individual or corporations, in order to differentiate them with the competitors. The image is influenced by many factors outside the control of the company. Effective image will affect the three things: first, strengthen character and the proposed value products. Second, conveying the character in a different way so as not to be confused with the character of a competitor. Third, provide emotional strength that is more than just a mental image. In order to serve the image should be submitted through any available means of communication and brand contacts. Example: if the messages should be expressed through symbols, written and audiovisual media, the atmosphere (physical space), events (activities), as well as the behavior of employees.

The brand knowledge is very importance in influencing what people think by someone on a brand. Brand knowledge consists of two components: brand awareness and brand image. Brand awareness associated with the introduction and remind of the performance of a brand according to consumers. Keller cited in Atmoko (2008: 11) mentions that the brand image which built from brand association is usually associated with the information in the memory with something related to the services or products. According to every statement about brand image from the experts above, brand image have a position to determine the products. It's the product deserve to obtain the good label from the consumer or not. Brand image become an additional point for the background of the product and company. Consumer could judge the products even just try to consume the product at first or second times. The customer will promote and recognize the product to their family, friends, and

other consumer through mouth by mouth. Building the good image in company through the product is an important thing.

### **Price**

The price is the number of exchangeable value customers benefit from having or using a product or service whose value is set by buyers and sellers exceed bargain, or specified by the seller for the same price to all buyers. According to Kotler (2005:139), price is one of the elements in marketing mix that produces revenue, while other element is produce costs. Pricing decisions are also very significant in determining the value or benefit that can be given to consumers and play an important role in describing the quality of the product. Competitive price can be a competitive advantage for customers, because there are types of consumers who make the price as the main research on product purchasing decisions. Production concept asserts that consumers everywhere will choose the product that is available everywhere and cheap, Kotler and Keller (2009: 18). The price of the product is very expensive but the benefits are appropriate or comparable consumer then the consumer will continue to buy and do not switch to another brand. Customers will continue to re-purchase and the customer will be loyal to the products offered by the company. The product price factor is always been an important factor in customer/consumer buying process in every context. Customer always examines price and brand name information differently when customers are making judgments on the dimensions of quality: easy of uses, usefulness, performance, durability, and status.

The new company will solve the pricing problem using the method of pricing. Kotler cited in Emiri (2011:13), states the following pricing:

- a) Mark-up pricing method is the most basic pricing methods, namely by adding a mark-up varies among the various goods. Mark-ups are generally higher for seasonal products, special products, product sales were slow and the product demand is not elastic.
- b) Pricing is based on a target return pricing, companies set prices based on the cost of the other or companies determine the price that will generate the desired return on investment. The concept is to use the price chart that shows the total of

principal costs (the sum of fixed costs and variable costs) and desired amount of revenue.

- c) Pricing based on perceived value. This method sets the company product price is not based on the seller's cost is sometimes too high or too low, but from the customer perception. The key in this method is to determine accurately the market's perception of the value of deals. Market research is needed to establish the perception of market value as a guide to effective pricing.
- d) Pricing the value of the company in this method set low enough to offer a high quality. Value pricing states that the price should represent something offers high value for customers. Appropriate pricing at current prices In this method the company costs or demand less attention to itself but mainly basing the price on the competitor's price. The Company may charge the same price, higher, lower than its competitors. This method is quite popular, if the costs are difficult to measure or competitor responses are uncertain.
- e) Sealed bid pricing. The Company determines the price based on estimates of how competitors will set the price and not based on a rigid relationship to the cost or demand company. In this method, competitive pricing is commonly used when the company closed bidding over a project.

Pricing objectives is goal-oriented image (Tjiptono, 2001:24). Image of a company could be formed trough pricing strategy. Companies could set a high price to establish or maintain the prestigious image. In goal-oriented image, the company sought to avoid competition with the way to differentiate a product or service by way of specific market segments. This is the most common among companies that sell products that include a special category of goods and products that require high involvement in the purchasing process. In this study using four indicators that characterize the price according to Stanton cited in Rosvita (2010:25):

- 1. Affordability
- 2. Accordance of price with the quality

- 3. Price competitiveness
- 4. Advantages of goods

### **Promotion**

According to Alma (2005:179), Promotion is a kind of marketing communication that consist of marketing activity in order to spread information, influence and increasing market target from the company and its product to be ready to receive, buy and loyal to the offered product by company. Meanwhile, according to Swastha (2002:237), promotion is an information wave or a way to persuade to show someone or organization to the implementation that create charge in marketing, In other word promotion also as the all kinds of marketing activity in purpose to push demand. In order recognizing product, company should be promoted to deliver information by the company then citizens able to know the information. Promotion is one of important marketing mix variable in marketing product and service. According to definitions above able to explained that promotion is an activity that should be doing by company or organization to show, recognize and inform to help the decisions making to the company. Promotion activity that already did by company must be accepted by the citizens. Success of the promotion strategy implementation is consisted of company's ability to sell product or service. Promotion is a marketing mix that has several indicators:

- 1. Advertising
- 2. Sales promotion
- 3. Corporate social responsibility (CSR)
- 4. Personal selling
- 5. Direct marketing

### **Relations among Brand Image, Price and Promotion on Brand switching**

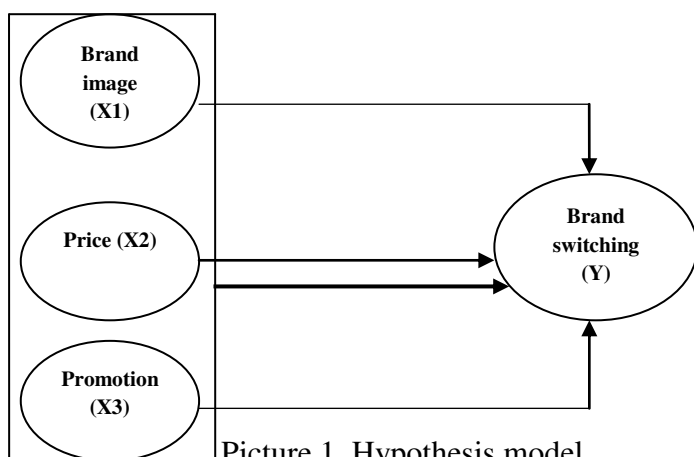
Brand switching eventually has many cases did by the customer, all of the reasons because of customer has right to do brand switching behavior. Every customer has different type and taste then customer switch to other brands. Brand image, price and promotion as an example might customer switch to other product because of bad image of the product, company also image of the customer it selves. Price is could be a measurement also in customer brand switching behavior, might the customer feels unsatisfied with the product where as the price product that they bough is expensive or mostly

customer choose the lowest price product to appropriate their economic condition. Then promotion, every detail of the product sometimes judged by the customer, not just brand image, price but also promotion could persuade and remind consumer about the product.

According to Cravens cited in Nilasari (2012:3) said, price is a fast way to attack rivalry or other possibility to positioning a company in the outside directly. According to Stanton cited in Nilasari (2012:3) if the price tag not appropriate with consumer perception toward brand class with the presence of the brand, it will make consumer doubt and no repurchases because consumer claim the price of product unsuitable in it class of brand. Promotion relation among other variable might from brand image, mostly consumer judge the creativity of the company who has good promotion through the radio, television or magazine and deliver it simply funny or impressive.

### Hypothesis Model

Hypothesis model could be seen at picture 1.



Picture 1. Hypothesis model

Based on the picture hypothesis model, could be concluded as follows:

- H1 Brand Image, Price, and Promotion has influences significantly on Brand Switching of SIM card phone cellular simultaneously.
- H2 Brand Image has influence significantly on Brand Switching of SIM card phone cellular.
- H3 Price has influence significantly on Brand Switching of SIM card phone cellular.

- H4 Promotion has influence significantly on Brand Switching of SIM card phone cellular.

### 3. RESEARCH METHOD

This research use explanatory research, it means in this research will explain the existence of causal relations among of variables that will researched. This research will also explain some of analysis descriptive, but the main point of this research is explanation about the influences of few variables measured and researched, also hypothesis test that taken based on literature review. Location of the research was choose on student of Brawijaya University Faculty of Administrative Science especially Department of Business Administration class of 2013 Jl. MT. Haryono 138 Malang because researcher consider the potentially responds who based on education area which has enough population to researched and simply get data needed.

#### Population and sample

Population in this research is student who still registered and studying in S-1 Faculty of Administrative Science noted as class of 2013, Amount of the student population in Faculty of Administrative Science Business Administration Brawijaya University class of 2013. Population is a group of people, event or incident that has characteristic (Indriantoro and Supomo, 2002:115). While according to Arikunto (2002:108), population is a whole research subject. Amount of S-1 Business Administration student at Faculty of Administrative Science, Brawijaya University class of 2013.

Sample is part of the population sample consist of chosen member from population. In others word, a number of, but not whole, population element will form sample (Sekaran, 2006:123). To decide amount of sample used the formula of Slovin in Umar (2005:146), following below:

If the amount population Department of Business Administration Students in Faculty of Administrative Science Brawijaya University class of 2013 are 879, from the formulation above able to count to get the sample, caused of female population more than male, the sample will take for female more than male:

$$\text{female} = \frac{504}{879} \times 90 = 51,6 \cong 52$$

$$\text{male} = \frac{375}{879} \times 90 = 38$$

### Variables and Operational Definition

This research uses several variables as follows:

1. Brand image, Indicator: recognition, reputation, affinity and loyalty
2. Price, Indicator: affordability of price, accordance of price with the quality, price competitiveness and advantages of goods.
3. Promotion, Indicator: advertising, sales promotion and personal selling.
4. Brand switching, Indicator: product quality and emerging new product.

### Validity and Reliability

Validity is a measure that shows the levels of validity of instrument (Arikunto, 2006:144). According to Sekaran (2006:42), Validity makes sure to a scale tools ability to measure the concept. According to Umar (2005:194), reliability is an index number that show of measurer consistent in measuring same case. The smaller failure in measurement, made more reliable measurer. And the opposite, the higher failure in measurement, made not reliable measurer.

**Table 1: Reliability Test of Variable**

No.	Variable	Reliability coefficient	Explanation
1	Brand image (X1)	0.878	Reliabel
2	Price (X2)	0.817	Reliabel
3	Promotion (X3)	0.878	Reliabel
4	Brand switching (Y)	0.650	Reliabel

### Data analysis methods

According to Malhotra (2006:230), multiple regression involves a dependent variable and two or more independent variables. If a dependent variable depends on more than one independent variable, then the relationship between two variables is called multiple regression.

## 4. RESEARCH RESULT AND DISCUSSION

### General Description of the Respondent

Respondent in this research are student of Faculty of Administrative Science Business Administration Brawijaya University class of 2013 who use SIM card and already switch to other phone cellular brand. Total respondent in this research are 90 students. Sample decision is representative and population of the respondent as known as much as 879 students for male 375 students and female 504 students. Description about respondent that become sample in this research is classified based on total spend of money for credit purchases in a month, previous SIM card phone cellular brand, current SIM card phone cellular brand, the number of using brand and reason to switch to other SIM card phone cell.

### Regression analysis

Regression analysis used to calculate the magnitude of the effect between the independent variables namely Brand image (X1), Price (X2), Promotion (X3) and the dependent variable is Brand switching (Y).

### Hypothesis I (F test /Simultaneous)

Testing F or testing the model used to determine whether the results of the regression analysis significant or not, in other words the exact model allegedly / fit or not. If the results were significant, then  $H_0$  is rejected and  $H_1$  is accepted. Meanwhile, if the result is not significant, then  $H_0$  is accepted and  $H_1$  is rejected.

Based on Table 2 value of Sig. F as big as 0.000 because sig F value (0.000)  $< \alpha = 0.05$  regression analysis model are significant. It means  $H_0$  rejected and  $H_1$  accepted then could be concluded that dependent variable (Brand switching) could be influenced significantly by independent

variables (Brand image ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ )).

**Table 2: Summary of Multiple Linier Regression**

Independent Variable	Dependent Variable	Unstand ardzied	t-count	p-Value	Descri ption
		Coeffici ents			
		B			
X1	Y	0.139	2.087	0.040	Signifi cant
X2		0.148	2.160	0.034	Signifi cant
X3		0.220	3.003	0.004	Signifi cant
Constant : 1.697					
R : 0.743					
R <sup>2</sup> : 0.552					
Adjusted R <sup>2</sup> : 0.536					
F count : 35.327					
Sig.F : 0.000					

## Hypothesis II (t test / Partial)

t test are used to know how the each independent variables has partially influences significantly towards dependent variable.

Based on the Table 2 obtained result as follows:

- Variable of  $X_1$  gives a positive and significant effect, this is evidenced by the regression coefficient of 0.139 with a significance value of 0.040. t test between  $X_1$  (Brand image) with Y (Brand switching) show Sig t = 0.040. Because Sig t value (0.040)  $< \alpha = 0.05$   $X_1$  (Brand image) influence on brand switching are significant. It means  $H_0$  rejected and  $H_1$  accepted. It could be concluded that Brand switching can be significantly influenced by brand image or to enhance the image of the Brand Brand switching would increase significantly.
- Variable of  $X_2$  gives a positive and significant effect, this is evidenced by the regression coefficient of 0.148 with a significance value of 0.034. t test between  $X_2$  (Price) with Y (Brand switching) shows Sig t hitung = 0.034. Because Sig t value (0.034)  $< \alpha = 0.05$  the influences of  $X_2$  (Price) on Brand switching are significant. It means that  $H_0$  rejected and  $H_1$  accepted. It could be concluded that Brand switching

could be influenced significantly by Price or by raising the Price Brand switching would significantly increase.

- Variable of  $X_3$  gives a positive and significant effect, this is evidenced by the regression coefficient of 0.220 with a significance value of 0.004. t test between  $X_3$  (Promotion) with Y (Brand switching) shows Sig t count = 0.004. Because Sig t value (0.004)  $< \alpha = 0.05$ . Influences of  $X_3$  (Promotion) on Brand switching are significant. It means that  $H_0$  rejected and  $H_1$  accepted. It could be concluded that Brand switching could be significantly affected by Promotion or by increasing the Promotion Brand switching would significantly increase.

From the overall results it can be concluded that the independent variables have a significant influence on brand switching simultaneously and partially. And from here it can be seen that the three independent variables were the most dominant influence on brand switching are the Promotion as it has a beta coefficient and highest t.

## Result of Hypothesis Testing

### Influence of Brand Image on Brand Switching

Results of multiple regression analysis showed that there is positive and significant influence between brand image variable on brand switching the SIM Card phone cellular. Variables that influence the brand image is quite large though not dominant variables on brand switching SIM Card cell, presumably because of the strong attraction of the variables in terms of brand image aspects of the product and the company are considered by consumers to switch brands in the mobile SIM Card. Brand image variable consists of 4 indicators and 12 items statement. The first indicator relates to the recognition, consumers recognize the product is used ( $X_{1.1}$ ), follow other consumer ( $X_{1.2}$ ), image and benefit gives value for the addition product ( $X_{1.3}$ ). Second indicator of reputation, brand image is well known ( $X_{1.4}$ ), the image of the product Previously well known ( $X_{1.5}$ ), the reputation of the corporation and their product is good in citizens ( $X_{1.6}$ ). The third indicator is affinity, consumer emotion has a relationship with the image of the product ( $X_{1.7}$ ),

interested with the brand image ( $X_{1.8}$ ), product images known interesting to try ( $X_{1.9}$ ), then last indicator of brand image is loyalty, stay loyal with the image of the products commonly ( $X_{1.10}$ ), bad image of the product then the make the consumer switch to others ( $X_{1.11}$ ), proud that with the current product being used ( $X_{1.12}$ ). The results obtained from the respondents to the statements in the brand image variable ( $X_1$ ), there are items that have the highest mean value. These items are ( $X_{1.4}$ ) on the image of the product is well known previously. Brand image also could become position of the brand, according to Simamora (2003:47), brand image is a several truth about the brand, requirements of the strong brand is brand image. Brand image become very important thing according to Sumarwan (2004:303), brand is important identity for the product, brand images which commonly long time known by the consumer had become an image even symbol for the product. It is not surprised if brand as a value to evaluate the product. Brand image has also positive useful according to Sutisna (2001:83) as follow:

1. Consumer with positive images on a brand, prefer to do the purchases.
2. Company could develop the product by advantages of previous product which well known for long time ago.

Several reasons that cause brand image influence on brand switching are because the consumers know the product has a good image, dependable and give evidence as it is promised. Consumers are knew the reputation of the product and the company that has a good track record, providing what the consumer want and need. Consumers are certainly interested with the image of the company's product that can satisfy them.

### **Influence of Price on Brand Switching**

Regarding to the results of multiple regression, the price variable is positive and significant influence on brand switching variable at prime cellular card, though not dominant when compared with the other variables examined in the study. The price variable has 4 indicators and 12 items statement. The first indicator associated with the brand image is the price affordability, with the financial Appropriate ( $X_{2.1}$ ), stability of product price ( $X_{2.2}$ ), affordable product price ( $X_{2.3}$ ). The next indicator is associated with the price with the quality, balance between Price and

product benefits ( $X_{2.4}$ ), the price of the product with the quality Appropriate ( $X_{2.5}$ ), suitable between price and utility ( $X_{2.6}$ ). The next indicator is price competitiveness, Consist of the price of the competitive product with others product ( $X_{2.7}$ ), the price of the product covered with many gifts and free content ( $X_{2.8}$ ), cheap but valuable for the consumer ( $X_{2.9}$ ). last indicator of price are advantages of goods, the products provide special benefits for the consumer ( $X_{2.10}$ ), special products has benefits for the consumer ( $X_{2.11}$ ), many discounts and promotions ( $X_{2.12}$ ). The results of this study concluded highest mean among the few items in the price variables many discounts and promotions ( $X_{2.12}$ ). Conclusions from the discussion above in accordance with the relevance results of previous research conducted by Ribhan (2006), the effect of the price variable is positive and significant impact on brand switching variable items ( $X_{2.12}$ ). This research contradicted with Nurmawati (2009) research result which said that financial condition has no significant effect on brand switching. Price also communicates the value of the intended position of the company to the market of the product and the brand. Pricing is a critical point in the marketing mix because it determines the price and income of a business venture. According to Kotler (2005: 139), the price is one of the elements of the marketing mix that generates revenue, the other elements produce costs. In this research, price has a significant influence on brand switching because the consumer get the balance between the price and the quality of the product, so that consumer feel they get more benefit than the price of the product which relatively cheap and suitable with the economic condition of the consumer. Generally, consumers are very sensitive to price. Therefore, many consumers begin to compare the price of the products and prefer to the products that have a stable and cheap price that offers more features than other products.

### **Influence of Promotion on Brand Switching**

According to the result of multiple analysis regression, promotion variable has positive and significant effect on brand switching variable on the mobile SIM Card. Even the results of research revealed that the promotion variable is the most dominant variable in affecting brand switching the mobile SIM Card. Promotion has 3 indicator variables and 10 items. The first



indicator variable is a promotional advertising, informative advertising ( $X_{3.1}$ ), persuasive advertising ( $X_{3.2}$ ), remembering advertising ( $X_{3.3}$ ), Strengthen advertising ( $X_{3.4}$ ). The next indicator is sales promotion, Coupon ( $X_{3.5}$ ), point of purchase ( $X_{3.6}$ ), gift ( $X_{3.7}$ ). The last Indicator in the promotion variable are personal selling, presentation ( $X_{3.8}$ ), answer the question ( $X_{3.9}$ ) messages directly ( $X_{3.10}$ ). of research results in the promotion variables are items that have the highest mean item persuasive advertising ( $X_{3.1}$ ) where there is a theory that justifies this support, according Swastha (2002: 237), promotion is the information flow in one direction or persuasion made to direct a person or organization to act that created the exchange in marketing. In addition, the promotion is also the all types of marketing activities are intended to stimulate demand. This research is contradicted to the results of researchers from Nurmawati (2009) who said promotion factor has no significant effect on brand switching on switching on shampoo brand purchasing. This research support with Ribhan (2006) research result said that promotion has positively influence directly on brand switching. According to Nagar and Komal (2009:10), promotion have more influence on the brand switchers as compared to loyal consumer, also among the various forms of consumers sales promotions, free gifts have more influence on the brand switching behavior of the consumers. Promotion has significant and the most dominant influence on brand switching in this research. Promotion reasons has significant influence on brand switching are consumer obtained the information and interesting advertising about the superiority of the product, consumer attracted with sales promotion such as free short messages service (SMS), additional internet quota and free of charge phone calls in specified time and it triggered the consumer to switch to other products.

## 5. CLOSING

### Conclusion

This research was conducted to determine which are the variables that have an influence on brand switching. In this research the independent variables are variable Brand image ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ ) while the dependent variable used is Brand switching ( $Y$ ).

Based on the calculation of multiple linear regression analysis, it could be seen bellow:

1. Brand Image, Price and Promotion has simultaneously influence on Brand Switching based on the F-test. From the results of multiple linear regression analysis obtained value Sig F as big as 0.000, in which Sig F < significant level 0,05, It means that  $H_0$  rejected and  $H_1$  accepted. Based on the results of the t-test showed that the promotion has a highest t value, Promotion reasons has significant and most dominant influence on brand switching are consumer obtained the information and interesting advertising about the superiority of the product, consumer attracted with sales promotion such as free short messages service (SMS), additional internet quota and free of charge phone calls in specified time and it triggered the consumer to switch to other products.
2. Brand image ( $X_1$ ) has a significant influence on brand switching because it has sig. < 0.05
3. Price ( $X_2$ ) has a significant influence on brand switching because it has sig. < 0.05
4. Promotion ( $X_3$ ) has a significant influence on brand switching because it has sig. < 0.05

### Suggestion

Based on the conclusion above, it can be argued that some of the suggestions are expected to be beneficial for the company as well as for other parties. The advice given, among other things:

1. It is expected that the company could maintain and improve the quality of the Promotion, because Promotion variable has a dominant influence in affecting brand switching, among which the modern way of promotion that always makes the consumer more believe that the product is the best ever and promotion could attract the consumer's emotional to buy the product.
2. The independent variable in this study is very important in affecting Brand Switching. Expected results of this study could serve as a basis for further research

to develop this research by considering other variables besides several variables included in this research. Suggestion variables from the researcher for next variables to researched related to brand switching are Quality, place and packaging design.

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